



# ATTITUDE TOWARDS MODERNIZATION-A STUDY OF RURAL AND URBAN COLLEGE GIRLS IN DISTRICT SRINAGAR

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## ABSTRACT

Modernization theory is used to explain the process of modernization within societies. Modernization refers to a model of a progressive transition from a 'pre-modern' or 'traditional' to a 'modern' society. Historians link modernization to the processes of urbanization and industrialization and the spread of education. As Kendall (2007) notes, "Urbanization accompanied modernization and the rapid process of industrialization." In sociological critical theory, modernization is linked to an overarching process of rationalization. When modernization increases within a society, the individual becomes increasingly important, eventually replacing the family or community as the fundamental unit of society. The present study shall be an attempt to investigate and compare the attitude of rural and urban college girls towards modernization in district Srinagar.

## Introduction

Human society has changed much over the last centuries and this process of 'modernization' has profoundly affected our lives. Modernization is the process of changing the conditions of a society, an organization or a group of people in ways that change the privileges of that group according to modern technology or modern knowledge. There are differences of emphasis with respect to the meaning of modernization due to its relationship with the most contentious concept of 'development.' The transition from the traditional to the modern society can be treated with a primarily negative emphasis in terms of removing institutional obstacles to development, or with a positive emphasis in terms of creating the cultural environment necessary for development (Bernstein, 1971).

According to Lerner (1964), modernization is the social process of which development is the economic component. Development or modernization denotes a particular kind of social change. Thus, the participation of social science disciplines in the discussion of development is recognized as necessary and is often being expressed in the 'social conditions of economic growth' or 'non-economic barriers to economic growth' types of formula (Bernstein, 1971).

All societies eventually pass through the same stages of development, moving from traditional agrarian to modern industrial society and from there further to post-industrial or postmodern forms (Kragh and Djusaa, 2006). The goals of higher standard of life, freedom security, and social justice are more of the accepted goals of modernism (Srivastava et.al, 1976). Socioeconomic modernization is an underlying factor influencing civic culture and democracy at the level of society, and commitment and classroom egalitarianism at the level of business schools.

People's general attitudes to change as such are extended to modernism and new technologies in general- the electronic mail, television, in vitro fertilization, new learning and teaching methods, female ordination, males plaiting their hair and wearing earrings or agitation for gay rights. Within the basic assumptions of modernization theory, there is a considerable variety of emphasis on different levels- according to whether conceptual priority is assigned to personality factors, institutions, cultural orientations or social processes (Bernstein, 1971). It has been seen that in societies with relatively more rural population than urban, there is a lower level of tolerance of modernization and that urban and city dwellers accept modernization more easily.

Yogendra Singh, on the other hand, defends the concept of modernisation. According to him, it is broader than the two processes of Sanskritisation and Westernisation. It is, indeed a 'cultural universal' and not necessarily confined to any single society. Like science, modernity is not an exclusive possession of any one ethnic or cultural group. It belongs to the humanity as a whole. This does not mean that everywhere it should reveal the same pattern. It need not always take place on the model of England, Germany, France or America. It can take place on the model of Russia, India, Japan, Australia, or any other country for that matter. What is essential to modernisation is that - a commitment to "scientific world view" and a belief in the humanistic and philosophical viewpoint of science on contemporary problem.

We live in a changing world and change is inevitable. The use of new technology, tools, adoption of new values and practices in organizations are all aspects of change and modernization. There is, however, a paradox in the attitudes of various generations towards change. The generally urban-ward movement, particularly among the young, has spelled greater independence for them with diminishing parental control and influence on their lives which may pose many undesir-

able consequences on their behaviour. Such changes along with the rapid development in information technology and the spread of mass media play an important role in shaping their behaviour. This paper is an attempt to uncover the attitudes of the management students towards change and the various facets of modernization. The sample consists of 120 management students studying in a business school located in the national capital region in India. Attitude towards modernization was measured by using Dr. B.M Mathur "Modernization attitude scale" which consists of 35 items measuring the five dimensions: Social Mobility; Position of Women; Family Planning; Marriage; and Religion and Superstition. Mean, SD, t-test and correlation were used to analyze the data and conclusions were drawn on the basis of the results. Statistical analysis showed a positive attitude of management students towards different facets of modernization. However, a significant difference was found between female and male students on two dimensions of modernization i.e. social mobility and position of women with female students scoring higher on both the dimensions.

## Review of Literature

A lot of work has been done in the direction of modernisation in India and abroad. The most important works have been cited as supporting studies for the present investigation.

K. R. Davis, 2015 attempted to uncover the attitudes of the management students towards change and the various facets of modernization. The sample consists of 120 management students studying in a business school located in the national capital region in India. Attitude towards modernization was measured by using Dr. B.M Mathur "Modernization attitude scale" which consists of 35 items measuring the five dimensions: Social Mobility; Position of Women; Family Planning; Marriage; and Religion and Superstition. Mean, SD, t-test and correlation were used to analyze the data and conclusions were drawn on the basis of the results. Statistical analysis showed a positive attitude of management students towards different facets of modernization. However, a significant difference was found between female and male students on two dimensions of modernization i.e. social mobility and position of women with female students scoring higher on both the dimensions.

Alka Chaudhary, 2015 Modernization is a process by which modern scientific knowledge covering all aspects of human life is introduced at varying degree, first in western civilization and later diffused to the non-western world by different methods & group with the ultimate purpose of achieving a better & non satisfactory life in the broadest sense of the term, as accepted by the society concerned. According to Yogendra Singh, Hindu society consists of certain traditions which are in fact value theme. Be- for the emergence of modernization, the Hindu society was based on the following value components: (1) hierarchy, (2) holism, (3) karma, and (4) transcendence. These value components are found ingrained in Hindu scriptures such as Geeta, Mahabharata, Ramayana, Vedas, Puranas and Upanishads. In this research paper I conclude that attitude towards modernization affected by sex. Modernization Scale used for collecting primary data designed by Raghvendra S. Singh, Amar Nath Tripathi and Ramjee Lal. Null hypothesis was tested and data analysis was done accordingly. 'C.R. test' applied to find out the significance of difference in the said trait of testing groups of the sample

Pooja Malik, Swati Gupta & Anita Jan 2013 conducted investigation to assess the attitude of under-graduate students towards modernization. Dr. Hetal T. Patel 2012 asserted that "There is nothing more permanent than change" Modernization is not westernization purely. The modernized society believes in co-existence, co-operation and compromise rather than in competition and conflict.

Asha Chawla; Kang, T. K. 2011 attempts to find out gender differences in attitudes toward modernization among adults (n=60; 30 males and 30 females) belonging to middle socioeconomic status in Ludhiana city. Usrh 2010 writes about the use of new technology, tools, adoption of new values and practices in organizations are all aspects of change and modernization. Manminder Kaur & Jaspreet Kaur investigated the relationship between mean scores of aggression and modernization of adolescents.

### Methodology and Procedure

#### Statement of Problem

The problem thus reads "Attitude towards Modernization-A Study of Rural and Urban College Girls in District Srinagar"

#### Objectives of the Study

The following objectives have been formulated for the present study:

01. To study the attitude towards modernization of rural and urban college girls;
02. To compare the attitude towards modernization of rural and urban college girls;

#### Hypotheses

The following hypotheses have been formulated for the study:

01. There is a significant difference between attitude towards modernization of rural and urban college girls;

#### Sample for the Study.

The study employed a descriptive research of survey design. The sample for the study shall consist of 50 college girls (25= rural and 25 urban) randomly selected from Villages and Towns of District Srinagar.

#### Method

For the purpose of the present study descriptive method was applied

#### Tools used

The following tools will be used for the study:

01. Modernization Scale by Bhagavendra S. Singh, A. N. Tripathi and RamjeeLal.

#### Statistical Treatment

The following statistical methods have been applied to the present study:

01. Mean;
02. SD;
03. Correlation

#### Analysis of Data

The following analysis has been worked out from the data meant for the research in hand.

**Table No. 01 Showing the Mean and Standard Deviation of Rural Girls.**

Group	Number	Mean	Standard Deviation	S.E.
Rural Girls	25	114	6.4	5.45

Descriptive statistics related to the attitude of rural and urban college girls towards modernization and significance of difference.

The above table shows that the mean scores of rural and urban college girls on attitude towards modernization are 114. The standard error of mean difference is 5.45

**Table No. 02 Showing the Mean and Standard Deviation of Urban Girls.**

Group	Number	Mean	Standard Deviation	S.E.
Urban Girls	25	129	8.41	14.92

Descriptive statistics related to urban college girls on scores of modernization It is clear from table II that the mean scores of urban college girls is 129. The standard error of mean difference is 14.92 as calculated.

**Table 03 Showing comparison of attitude of rural and urban college girls on modernization scores.**

Group	Number	Mean	Standard Deviation	S.E.	r
Rural Girls	25	114	6.4	5.45	0.66
Urban Girls	25	129	8.41	14.92	

Table III: Descriptive statistics related to the attitude of rural and urban college girls towards modernization and significance of difference.

It is clear from the table III that the mean scores of rural college girls is 114 and 129 respectively. The standard error of mean difference is 5.45 correlation value is .66 which is significant. It shows that rural/urban has a significant impact on

the attitude of college girls towards modernization.

### Discussion:

The overall view of the study revealed significant effect of rural and urban factor of college girls towards modernization. However, modernization and modernity have contributed a lot to the enlargement and intensification to the substantive as well as theoretical concern of sociology and other social science theoretically; the modernization studies lead to enlargement to the social awareness in the social science. Directly or indirectly it added to the process of self-awareness in the developing nations in which most of such studies were addressed. Education plays an important role in the modernizing the people in a channelized manner as education is the both receiver and giver of social change. The present study has practical and theoretical implications. From the practical point of view, its results are significant for educational institutions. It is generally considered that education mould the character of the society. It enables the individual to partake fully in the development of the nation. It is therefore, the task of educational institution to spell out clear cut aims and objectives of education and to plan the educational system in such a way that it fosters in the students to modify old values. The study has implications for teachers also. It is the teacher who actually presents the content of education to the students. He has a crucial role in developing the right kind of outlook and attitudes in the students. The teacher, therefore has to impart instruction in such a manner that it may develop in students self-concept, a rational outlook, scientific orientation, questioning mind and the capacity of making decisions for themselves. From the theoretical point of view, the study establishes that the education is not the sole factor that brings social change. Students from different localities and different socio-economic and socio-cultural background differ in the attitudes. Therefore, the educational program should be designed in such a way that it is conducive to bring desirable attitudinal change in order to bring modernization among all students irrespective to their social background.

### Results:

The present study has resulted in a number of conclusions in relation to attitude towards modernization of rural and urban college girls as under:

01. Study shows that the mean scores of rural college girls on attitude towards modernization are 114. Which is comparatively a low score on the scale?
02. Descriptive statistics related to urban college girls towards modernization is clear from table II that the mean scores of urban college girls is 129. The standard error of mean difference is 14.92 as calculated. Which is quite different from the rural girls?
03. Descriptive statistics related to the attitude of rural and urban college girls towards modernization and It is clear from the study that the of rural college girls is 114 and 129 respectively. The standard error of mean difference is 5.45 correlation value is .66
04. Rural/urban factor has a significant impact on the attitude of college girls towards modernization.

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